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We claim:

1. An ordered liquid crystalline phase cleansing composition comprising:

(a) about 3 to about 30% by weight of a surfactant system including at least one surfactant selected from an anionic, amphoteric, cationic and nonionic surfactant and mixtures thereof, wherein at least one anionic surfactant must be present;

(b) about 0.1% to about 15% by wt. of an ordered liquid crystalline phase inducing structurant;

(c) about 0.1 to about 25% by weight of organogel particles of from about 0.05 to about 10 millimeters in diameter, the particle comprising a benefit agent that is a liquid at about 75°C and a gelation agent that is a solid at about 25°C, the proportions of the gelation agent to benefit agent being between about 0.05% to about 70% by weight gelation agent to benefit agent, the solidification or gelation temperature of the mixture being at or above about 25°C; and

wherein said ordered liquid crystalline phase composition has a viscosity of about 40,000 to about 300,000 cps at 25 C.

2. A composition according to claim 1 further comprising about 1% to about 35% by weight of a free emollient wherein the level of the emollient is equal to or in excess of the level of surfactant.